

Alexandra Friedman, WG11 Bio:

Alex Friedman is Co-Founder and Co-CEO of LOLA, the first lifelong brand for reproductive health. In her role, Alex is responsible for overseeing operations, finance, and people at LOLA and has been instrumental in raising funds for the organization. Prior to co-founding LOLA, Alex led analytics strategy at a startup that was acquired by Yahoo for \$300M. Before that, Alex earned a MBA from The Wharton School at the University of Pennsylvania, and was a recipient of the Wharton Lauder Fellowship. She received a Bachelor of Arts from Dartmouth College. She serves on the board of the Hunter College High School's Alumni Association.